



A FLEET OF

VELIE TRUCKS

Operated by Memphis Machine Works

The South's largest machine works, in a position better qualified to judge the true value of what a truck is capable of doing, after a careful investigation of all makes of trucks, have accepted the Velie truck.

These people know construction; they know materials; they know performance. That why they selected the Velie.

Velie owners throughout the country are unanimous in expressing themselves that the Velie Biltwel Truck is the best truck in the world. Always ready to deliver the goods, and on the job 365 days in the year. Investigate their wonderful truck—then place your order for one.

Standard Motor Car Co.

DISTRIBUTORS

614 Monroe Ave.

Phone M. 415.

Memphis, Tenn.

Member of Memphis Automobile Dealers' Association.

DOUGLAS BOOSTS MOTOR TRUCK USE

All-American President Says They Are Educating Home Folks on Adaptability.

"Just as the automotive industry helped to win the war, so is the war to promote the automotive industry in general, and the truck branch of that industry in particular." This statement is made by R. H. Spear, president of the All-American Truck company, Chicago, who was in Memphis this week, conferring with J. M. Hughes, local distributor for All-American trucks.

"War proved that trucks are practical and dependable; educated the public as nothing else short of years of intensive campaigning could have done, but even so, there are many people in the rural communities who do not fully appreciate the usefulness and necessity of motor trucks. This apathy I believe will shortly be overcome, in fact, I know of instances where it has been, and all because of the feeling of the doughboys returning from France."

"Uncle Sam put nearly 4,000,000 American boys in Europe and supplied them with food, ammunition and clothing by motor truck. In fact, motor trucks became such a daily fixture in the life of the American soldier that he nearly forgot that railway transportation existed. He became a firm convert to the motor truck and its use."

"American trucks made a wonderful showing in the war—born a burden that tested the ingenuity of American designers and engineers and found it not wanting."

"Now these boys are coming back to us. They are going back to their homes with high praise for the truck and its dependability as a transportation unit. They are making converts of their friends and relatives to truck transportation. Think what this means to the industry. These four million men all, champions of truck utility."

"Truck makers are looking to the future as one of the most important trade assets of the immediate future. Trucks that are the result of war experience, incorporating the best features to give service and long life, coupled with the confidence in truck transportation created by the development of intercity passenger service as motor truck freight and express routes, and lastly, but by no means second in importance, the belief in motor trucks coming home from war, presage an era of prosperity to the truck industry that is comparable to that of the automobile at its zenith of popularity."

The All-American Super-truck incorporates features proven by war experience to insure long and efficient service. We build service in at the factory, using only the best materials and high-class workmanship. By progressive assembly, modern machinery and efficient factory methods we are able to offer the All-American Super-truck at a lower price than any other one-ton truck on the market and still not sacrifice quality. It is an ideal size for the owner who wants a moderate-sized, dependable transportation unit."

TOLEDO, O., May 10.—John N. Willys, president of Willys-Overland, Inc., has announced the organization of the John N. Willys Export corporation with offices in the City Investing building, at 155 Broadway, New York.

This organization, through its headquarters in New York city, will direct export sales activities for a number of Mr. Willys' various interests, chief of which are Willys-Knight and Overland motor cars.

A campaign of trade development and expansion, world-wide in its scope, already has been outlined, and will be inaugurated immediately. The John N. Willys Export corporation will serve clients in all export countries, wherever there is a market for its products.

Associated with Mr. Willys in the new corporation are E. C. Morse and John Macfadyen, both of whom for a number of years have been prominent in the automobile and export fields. The former is vice-president and general manager and the latter vice-president in charge.

The scope of the new corporation will be practically unlimited. Direct contact between the home factories and all markets of the world will be established through the export offices of New York city.

The John N. Willys Export corporation is expected to play an important part in the development and expansion of American business in foreign lands. While established primarily to market the products of the Willys industries, it will aid materially in the universal development of American enterprise throughout the world.

INTERNATIONAL TRUCKS ESTABLISH NEW AGENCY

International motor trucks, manufactured by the International Harvester company, now are being sold in this territory by an exclusive agency, opened at 244 Madison avenue, New York city, which is styled the International Truck agency.

There are many International trucks running in this territory, and the new firm is busy after new business. It is advertising the prospects here. Special stress is laid by the new agency on the fact that a branch house of the International Harvester company is located in Memphis, thus enabling them to instantly get any truck part or accessory in a few days.

The firm had adopted an advertising slogan along this line. It is: "We Have All the Parts All the Time."

DIXIE AUTO TOP CO. ENLARGES ITS PLANT

That business is brisk for a returned soldier is evidenced in the growth of the business of the Dixie Auto Top company, 178 Union avenue, a firm established by P. L. Campagna, top expert, on his discharge from Uncle Sam's aerial fighting forces about two weeks ago.

Campagna opened to make auto tops, seat covers, storm curtains, and auto upholstery. But business there first two weeks got so good that he already has added a partner in the person of J. E. Barrett, an automobile painting expert. Barrett gives to used cars that "factory finish," while Campagna puts new tops above.

This gives rise to their boast that they make last year's (and former years') cars look like new. They are, for they give them that "new" finish throughout.

CARTER AND BOND MAKE HIGH DODGE SALE MARK

Cannon Carter and George Bond, salesmen for the Schlecht Motor Sales company, distributors for Dodge automobiles, set a mark last month that is hard to beat. In a sale contest between the two they sold a total of 44 Dodge cars for the month of April. A strange feature of this unusual performance is the fact that they went 40 on the record, each man selling 22 cars.

Will Pryor, sales manager of the Schlecht Motor Sales company, is proud of the record that is either of the enterprising salesmen. "They're hard to beat," Pryor declares.

SHIPPING THRIVES.

NEWBORN, Tenn., May 10, (Sp.)—The cattle and hog industry in this territory is becoming the greatest investment. The farmers are receiving thousands of dollars weekly for live stock that is being shipped from Newborn. The local dealers who are shipping them to the St. Louis markets are paying the highest prices known to be recorded in the history of Newborn.

See the "International" Motor Truck First

THERE are times when you can profit by the other fellow's experience. Business men with facilities for getting at the often point a safe path for others to follow.

Many successful men buy motor trucks on the basis of known, proven low-cost hauling, steadiness in operation, durability, low fuel and oil consumption, low upkeep and depreciation, prompt service—these are the points that count.

Below are listed a few of the well-known business houses and corporations that own and operate International Motor Trucks:

Standard Oil Company

Armour & Company

Morris & Company

American Railway Express Company

Sinclair Refining Company

National Refining Company

Bell Telephone Company

American Telephone & Telegraph Company

National Tube Company

Goodyear Tire & Rubber Company

Firestone Tire & Rubber Company

American Graphophone Company

Many of the firms listed above have fleets ranging from five to over six hundred Internationals in service.

We have a full line on display and a completely equipped service station. Come in and see us.

We Have ALL the Parts ALL the Time

International Truck Agency

348 Madison Ave.

MEMPHIS

Main 2752

Auto Never Ran On Most Unique Of World's Highways

DENVER, Col., May 10.—It is barely one-twentieth of a mile long, but its surface has all the ups and downs, the hills and valleys, the rough-going and the smooth, the sand and mud and dry paved surface that might be found in a week's motor run.

Built in the shadows of the snow-capped Rockies, they call it the "Mile High Speedway." There is no other speedway of the kind in the world.

Although tires travel over this unique track for more mileage than possibly any other road of its length in the

world, no automobile ever has made tracks on its surface. No horse ever has struck fire with its steel-shod hoof from the flint and sharp scarp metal that forms part of the roadbed. No touring motorist ever has stopped his engine on this tiny highway to gaze at the panorama of green that stretches for 20 miles to a background of purple haze and snowy hills.

For the Mile High Speedway is not a public highway. It's a private track on top of one of the factory units of the Gates Rubber company, and it was built to test tires, tubes and patches manufactured in the buildings beneath.

The machine is simple, consisting of a long arm that revolves in one-twentieth of a mile circle. On the end of the arm is a wheel "shod" with a Gates half-mile tire inflated by a Gates tube. A weight equivalent to that of a

heavily loaded automobile is suspended over the tire in such a way that the tire carries the entire load. Electricity is the motive power. And when a test is on the giant steel arm revolves at a speed of from five to thirty-five miles an hour. The tire is put through all the "paces" of actual road service under the most severe conditions. At one point on the track there is a 45-degree "hill" built of boards, to give the tire its mountain and brake tests. A railroad crossing, a brick road, a sand pile and a pit of flint and sharp-cornered scraps of metal are other hazards.

When a test is on the arm spins night and day until the tire either develops a defect or proves itself good for 18,000 miles. Tests are made every time a first tire is turned out of a shipment of new material.

MISSISSIPPI SCIENTIST TO COME TO MEMPHIS

JACKSON, Miss., May 10.—Dr. C. H. Schuyler, assistant professor of the Mississippi state health, has returned his post to become assistant professor of Kraus, of Memphis, in health and will leave shortly for new work.

Under Dr. Stirling the laboratory has grown to great proportions, addition to furnishing a training for many young women in health and biology, furnishes typhoid toxin free, and gives the test for rabies, and also for milk and water analysis. Dr. Schuyler has not yet been

YOU CAN BUY THE WORLD'S BEST CARS HERE IN MEMPHIS

The following Automobiles and Trucks are sold by members of the Memphis Automobile Dealers' Association—purchasers are assured of fair treatment. ALL PRICES QUOTED F. O. B. FACTORY.

All American Super Truck 1-Ton Chassis \$1,295
J. M. Hughes, 77 McCall Place, Phone M. 4803.

Briscoe Touring Car \$885
Two-Passenger Roadster \$885
Open Express Delivery \$885
Panel Delivery \$910
HERFF MOTOR CORPORATION

Dixie Flyer Five-Passenger Touring, Four-Passenger Roadster, Five-Passenger Convertible Sedan, Old Hickory Truck.
MURPHY MACHINERY AND EQUIPMENT CO.
482-484 Union Ave. Phone M. 1710, Main 3440.

Dodge 2-Passenger, 4-Cylinder Roadster \$1,085.00
5-Passenger, 4-Cylinder Touring Car \$1,085.00
Dodge Bros. Coupe \$1,750.00
Dodge Bros. Sedan \$1,750.00
Business Chassis \$850.00
SCHLECHT MOTOR SALES CO. Hem. 135.

Duplex The Original 4-Wheel Drive Truck
MURPHY MACHINERY AND EQUIPMENT CO.
482-484 Union Ave. Phone M. 1710, Main 3440.

Federal 1-Ton Truck \$1,900
1 1/2-Ton Truck \$2,350
2-Ton Truck \$2,600
3 1/2-Ton Truck \$4,400
LILLY CARRIAGE CO. Main 877-878

Indiana Trucks 1 1/2-ton, 2-ton, 3 1/2-ton and 5-ton sizes.
MURPHY MACHINERY AND EQUIPMENT CO.
482-484 Union Ave. Phone M. 1710, Main 3440.

Lexington Sport Tourer \$1,785
7-Passenger 6-Cylinder Touring \$1,785
7-Passenger Convertible Sedan \$1,985
Caro-Holmes Co., Inc. Hemlock 6080

Nash 5-Passenger Touring \$1,490
7-Passenger Touring \$1,490
6-Passenger Sedan \$1,490
4-Passenger Coupe \$2,250
Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896.

Oakland 2-Passenger, 6-Cyl. Roadster \$875
4-Passenger, 6-Cyl. Touring Car \$875
5-Passenger, 6-Cyl. Sedan \$875
4-Passenger, 6-Cyl. Coupe \$875
Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896

Peerless 7-Passenger Touring Car \$2,700
4-Passenger Roadster \$2,700
4-Passenger Coupe \$2,700
7-Passenger Sedan \$2,700
7-Passenger Sedan \$2,700
F. O. B. FACTORY.
Lilly Carriage Co. Main 877-878.

Pierce-Arrow 7-Pass., 6-45 Toing Car \$6,750
LILLY CARRIAGE CO. Main 877-878

Reo 4-Cylinder 5-Passenger Touring Car \$2,700
4-Cylinder 3-Passenger Roadster \$2,700
Model F 3-Ton Truck Complete \$1,750.00
Model F 3-Ton Truck Chassis, with cab and engine \$1,750.00
Quotations subject to advance without notice and subject to change without notice.
LOCKWOOD AUTOMOBILE CO., MAIN 33

Republic 1 1/2-Ton (Chassis) \$2,700
2-Ton (Chassis) \$2,700
2 1/2-Ton (Chassis) \$2,700
Richardson Motor Sales Co., 278-280 Monroe. Main 9

Scripps-Booth 2-Pass. 6-Cyl. \$2,700
5-Pass. 6-Cyl. \$2,700
Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896

Stutz 2-Pass. 4-Cyl. 16-Valve Bearcat Speedster \$2,700
4-Pass. 4-Cyl. 16-Valve Bulldog Special \$2,700
5-Pass. 4-Cyl. 16-Valve Bulldog Special \$2,700
5-Pass. 4-Cyl. 16-Valve Roadster \$2,700
BURKE-COURT MOTOR CO. MAIN 31

White 7-Pass. Touring, 16-valve motor \$2,700
4-Pass. Roadster, 16-valve motor \$2,700
4-Pass. 4-Cyl. 16-Valve White Truck \$2,700
1 1/2 and 2-Ton White Truck \$2,700
3-Ton White Truck \$2,700
5-Ton White Truck \$2,700
5-Ton, 16-Valve, Good Roads Truck \$2,700
THE WHITE COMPANY, Factory Branch, Memphis, Tenn. (on Main and Monroe and Pauline Sts.)

For Results Use
The News Scimitar Want Ads

USL THE MARK OF BATTERY QUALITY

It's the Inside of a Battery That Counts

The plates make a storage battery. Remember, they get into action during charge and discharge. It's the active material packed into the plates that stores and delivers energy to light the lights and turn over the engine.

Exclusive machine plated plates in USL storage batteries do this work best. Thousands of USL batteries, now in their fourth year of use, are as active as ever. Better investigate.

Of course, we repair and re-charge all makes of batteries.

Storage Battery Service & Sales Co.
47 S. Third St. Main 3883.

Times Square Auto Supply Co.
174 SOUTH MAIN STREET. MEMPHIS, TENN.

READ THE NEWS SCIMITAR CLASSIFIED ADS.

NEW COMPANY FORMED TO HANDLE MITCHELL

The Cotton States Motor company, recently formed, will handle the Mitchell in the Memphis territory. It has been two years since this automobile has been sold here, and Mitchell owners and prospective purchasers will be pleased to learn that a group of well-known Memphis business men compose the new firm, which will be open for business at 211 Madison avenue by next Saturday.

John T. Walsh, president of the North Memphis Savings bank, will be president of the Cotton States Motor company. Chris R. Arnoult, Jr., will be general manager of the company, while the directors will include J. T. McGowan, E. A. Rome, C. W. Fellows and H. B. Arnoult.

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